

## CLAIMS

What is claimed is:

- 1 1. A method, comprising:
  - 2 receiving a request at a request aggregator, the request including an
  - 3 individual identifier;
  - 4 generating a request packet, wherein generating the request packet
  - 5 comprises forming a data packet that includes data based at least in part on the
  - 6 individual identifier, and further including data identifying the request aggregator; and
  - 7 forwarding the request packet.
- 1 2. The method of Claim 1, wherein generating the request packet further
  - 2 comprises forming the data packet to include at least one fulfillment code.
- 1 3. The method of Claim 1, wherein forwarding the request packet comprises
  - 2 addressing the packet to a request fulfillment organization.
- 1 4. The method of Claim 1, wherein forwarding the request packet comprises
  - 2 transmitting the request packet to a request fulfillment organization.
- 1 5. The method of Claim 1, wherein receiving the request comprises supplying a
  - 2 RF field adequate to activate an RFID tag and receiving a transmission from the
  - 3 activated RFID tag.

1 6. The method of Claim 1, wherein receiving the request comprises receiving an  
2 RF signal.

1 7. The method of Claim 6, wherein the RF signal is received from a low-power  
2 transmitter.

1 8. The method of Claim 1, further comprising displaying information regarding  
2 one or more items available for request.

1 9. The method of Claim 8, wherein displaying information regarding one or more  
2 items comprises providing a series of displays sequentially, and further comprising  
3 providing a timing window within which the request can be received, the timing  
4 window representing a time period less than the time period for which information is  
5 displayed.

1 10. A method of providing anonymous request fulfillment, comprising:  
2 receiving a request packet containing an individual identifier and a request  
3 aggregator identifier;  
4 producing, based at least in part on the request packet, a fulfillment package;  
5 and  
6 addressing the fulfillment package for delivery.

- 1 11. The method of Claim 10, further comprising determining a profile of an  
2 individual service subscriber based, at least in part, on the individual identifier.
- 1 12. The method of Claim 11, wherein determining the profile comprises accessing  
2 a database.
- 1 13. The method of Claim 12, further comprising delivering the fulfillment package.
- 1 14. The method of Claim 13, wherein the fulfillment package is an electronic data  
2 packet.
- 1 15. The method of Claim 13, wherein the fulfillment package includes printed  
2 materials.
- 1 16. The method of Claim 10, wherein the request packet includes packaged  
2 goods.
- 1 17. The method of Claim 12, further comprising determining the content of the  
2 fulfillment package based on the request aggregator identifier and a requested item  
3 identifier.
- 1 18. The method of Claim 11, wherein the profile of the individual service  
2 subscriber comprises at least one delivery address.

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1 19. The method of Claim 11, wherein the profile of the individual service  
2 subscriber comprises at least one delivery address for email deliveries, at least one  
3 delivery address for service delivery, and at least one delivery address for delivery of  
4 goods.

1 20. The method of Claim 19, wherein the profile of the individual service  
2 subscriber further comprises instructions regarding the dissemination of the  
3 individual service subscriber's personal information to at least one request  
4 aggregator.

1 21. A method of fulfilling a request with at least partial anonymity for a requestor,  
2 comprising:  
3 receiving, at a request aggregator, a request from an individual service  
4 subscriber;  
5 generating a logical request packet, the logical request packet containing at  
6 least data for determining a user profile of the individual service subscriber and the  
7 identity of the request aggregator;  
8 transmitting the logical request packet to a request fulfillment organization;  
9 and  
10 accessing, at the request fulfillment organization, the user profile to determine  
11 a delivery procedure.

1 22. The method of Claim 21, wherein the logical request packet comprises at  
2 least two data packets that, taken together, represent the contents of the logical  
3 request packet.

1 23. The method of Claim 21, wherein the delivery procedure includes instructions  
2 for where to deliver a requested item.

1 24. The method of Claim 23, wherein the requested item comprises information.

1 25. The method of Claim 21, wherein the user profile specifies rules for handling  
2 the individual service subscriber's personal information.